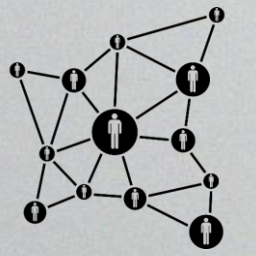
Diploma in Blogging & Content Marketing – Part I



Lesson 5

Content Marketing

Presented by:
David Howard
Course Educator

Lesson 5

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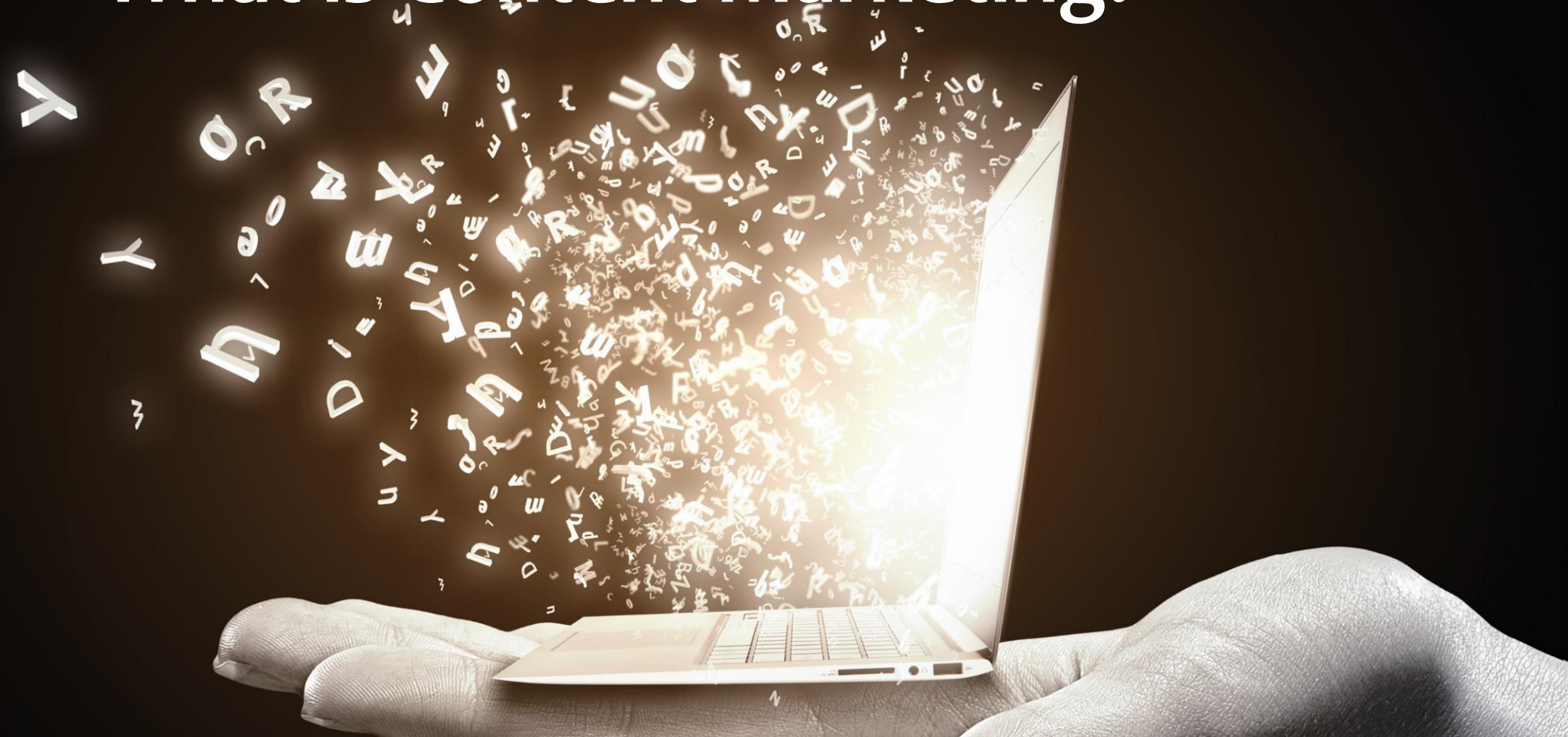
- What is Content Marketing?
- Developing your Content Strategy
- Examples of Great Content
- Challenges & Benefits of Great Content
- Summary

- Blog Review
- Q & A

What is Content Marketing?

What is Content Marketing?



What is Content Marketing?

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Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Joe Pulizzi,
Founder

CONTENT MARKETING INSTITUTE™

What is Content Marketing?

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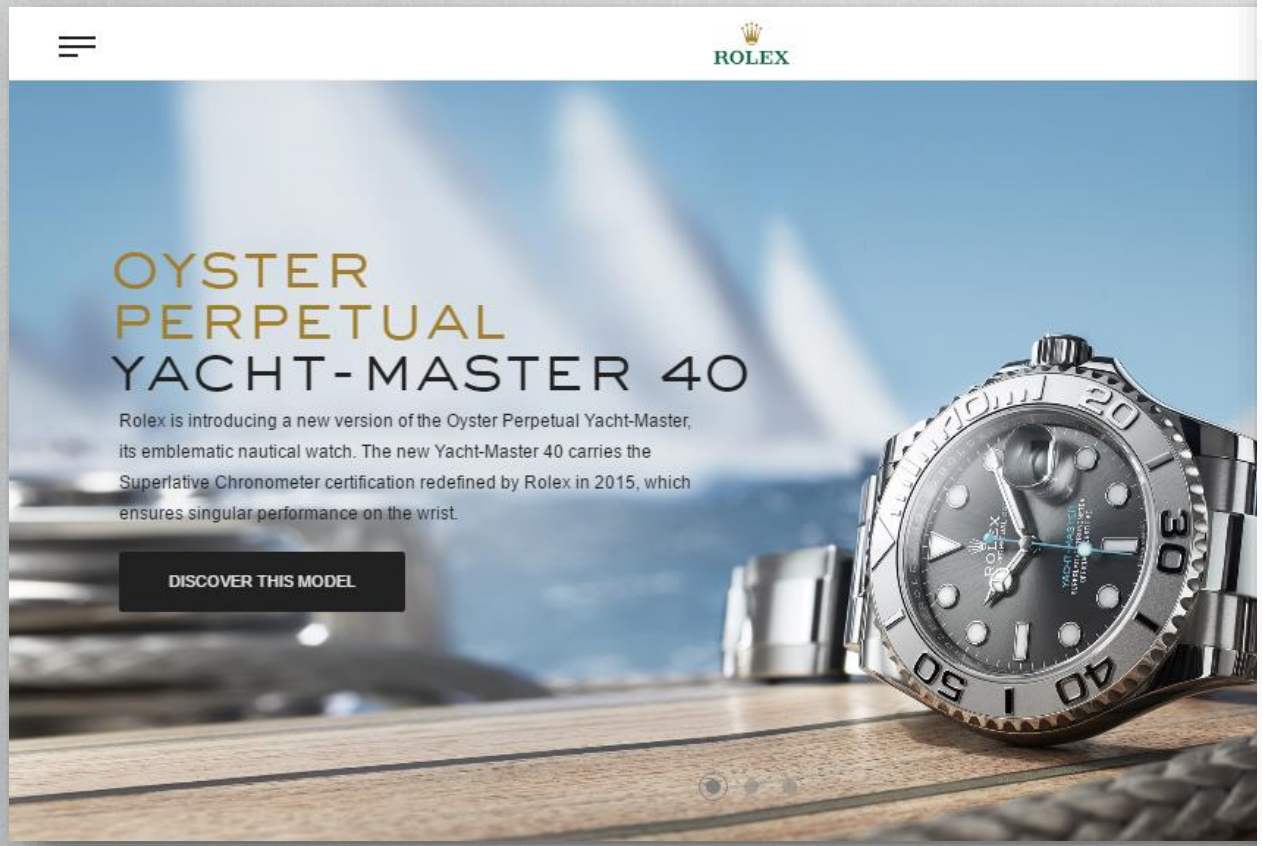
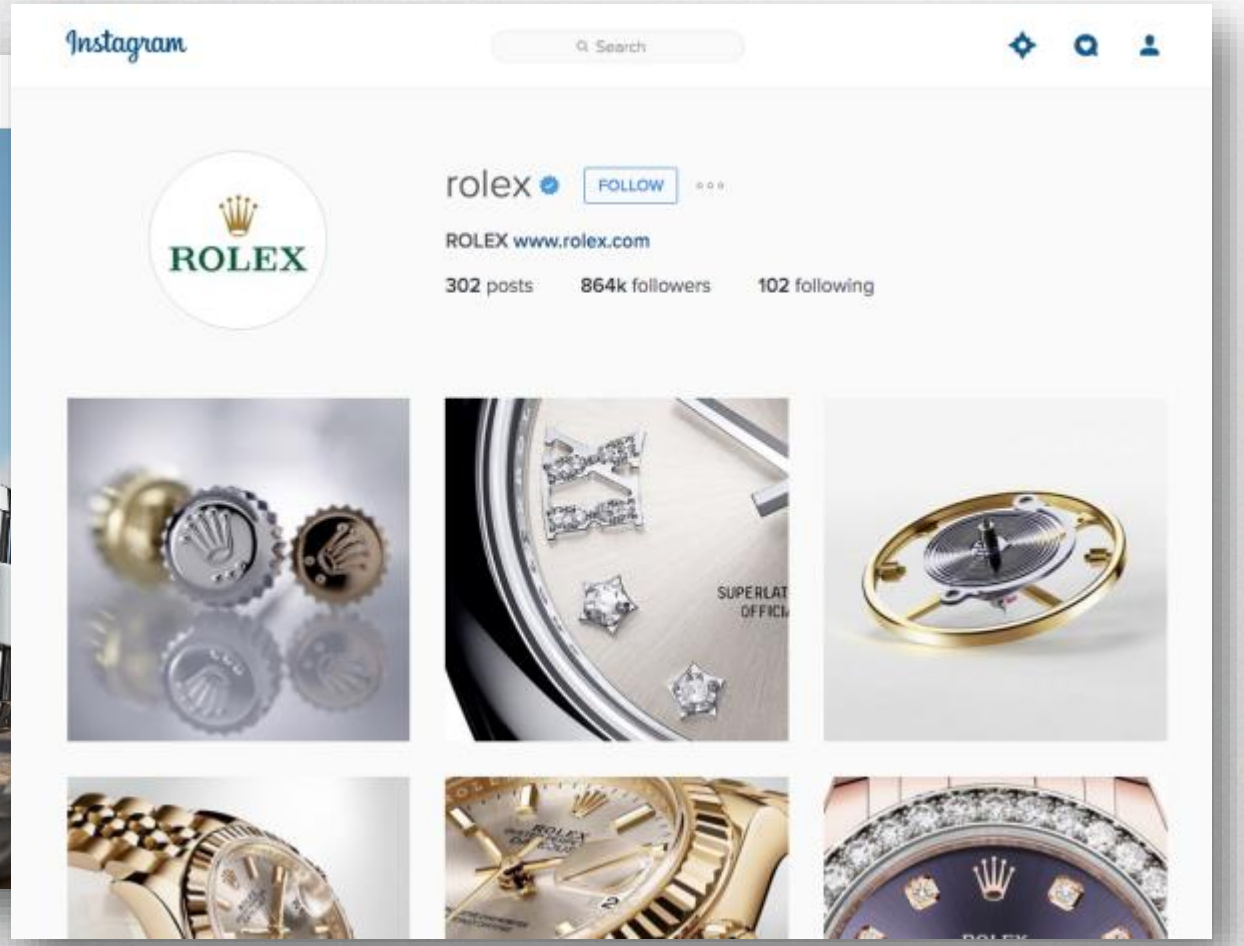

ROLEX
OYSTER
PERPETUAL
YACHT-MASTER 40
Rolex is introducing a new version of the Oyster Perpetual Yacht-Master, its emblematic nautical watch. The new Yacht-Master 40 carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.
DISCOVER THIS MODEL



What is Content Marketing?

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What is Content Marketing?

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88% say they will produce more content in 2016 than they did in 2015

66% of marketers expect their content marketing budgets to increase over the next 12 months

77% of B2C marketers expect to produce more content in ‘16 vs ‘15

84% say lead generation is the most important organizational goal for marketers

Only 37% of B2C marketers have a documented content strategy

What is Content Marketing?

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Common Content Marketing Goals and Associated Metrics

GOALS	POSSIBLE METRICS
Brand awareness	Website traffic • Page views • Video views • Document views • Downloads • Social chatter • Referral links
Engagement	Blog comments • Likes, shares, tweets, +1s, pins • Forwards • Inbound links
Lead generation	Form completions and downloads • Email subscriptions • Blog subscriptions • Conversion rate
Sales	Online sales • Offline sales • Manual reporting and anecdotes
Customer retention/loyalty	Percentage of content consumed by existing customers • Retention/renewal rates
Upsell / cross-sell	Sales for new products / services

From Content Marketing Institute's The Complete Guide to Influencer Marketing Strategies, Templates & Tools

Developing Your Content Strategy

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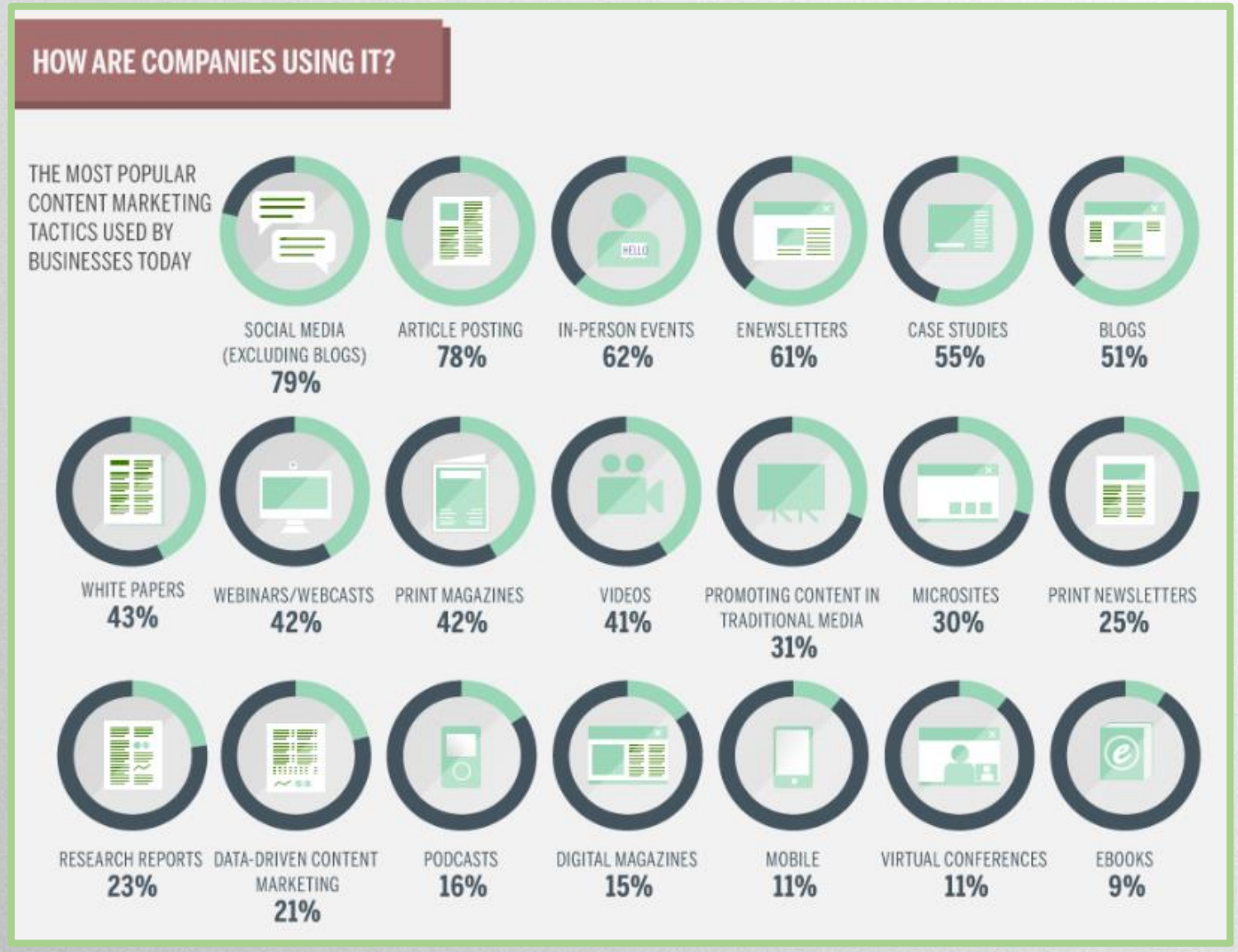
Developing Your Content Strategy

Developing Your Content Strategy

- Audience building has become a key driver in all online activities. Creating the right type of content, can reflect your culture, values, and connect with a target audience of your choosing.
- Planning is probably the most important element of content marketing, because without it you can quickly become overwhelmed by the thought of creating content consistently.
- Currently multiple platforms offer different opportunities that should be assessed to decide which should be targeted.
- Creating your own stories and reasons for engagement has never been more important, with so much noise in online media.
- Measurement is such an important part of this strategy, that it is the only way to drive continued growth and improvement

Developing Your Content Strategy



Developing Your Content Strategy

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Beautiful images work best

Video content becoming more prominent

Short attractive headlines

Great for networking amongst influencers

Fun videos and images among most visual

Great place for user generated content to be created

Video is currently best

Images are well shared

Short descriptive posts with questions

High quality video 1080p (and now 4K)

Vlogs and 'how to' videos are best

Mix of selfie style photo & videos

Personal way to reach followers

Developing Your Content Strategy

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The Opportunity

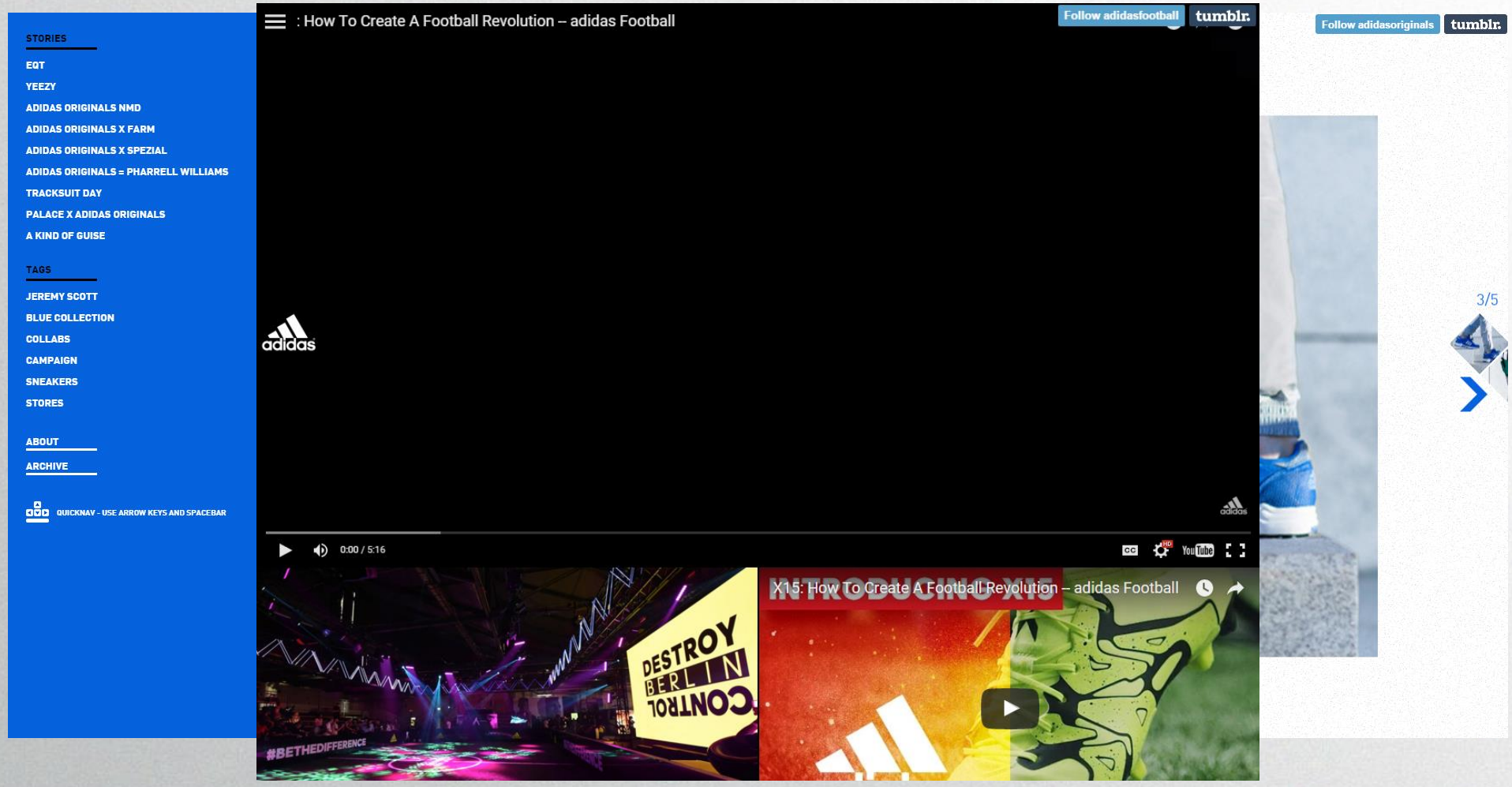
Engaging with your audience in a meaningful way - community creation

Getting to interact with and learn much more with your audience

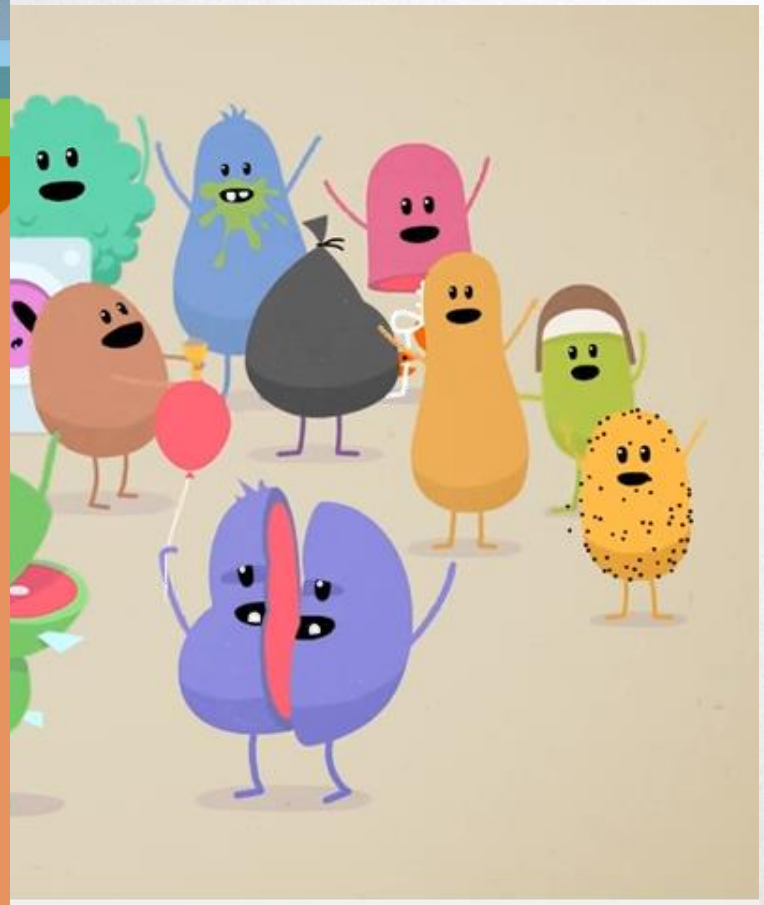
Become an authority through content creation and authenticity

Examples of Great Content

Examples of Great Content



Examples of Great Content



Examples of Great Content

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Red Bull

Red Bull
5 mins ·

Summer wish list: artificial wave pool!

REDBULL.IE RED BULL TV REDBULLETIN.COM ATHLETES EVENTS PRODUCTS & COMPANY SHOP

A – Z

redbull
Sutherland Falls

Follow

62.2k likes 4h

redbull Drop in or drop out.
□□: @aniolserrasolses
📷: @eparkerphoto_
#kayaking #kayak #waterfall

view all 150 comments

niclasxkar Lfl

gmbfast89 Awesome !!!

uriasferreira 👏👏👏□

greg_hamre @tschonter

nicoduzi @bungeeamerica

steve_h_ennessy @drover_thomas our next adventure

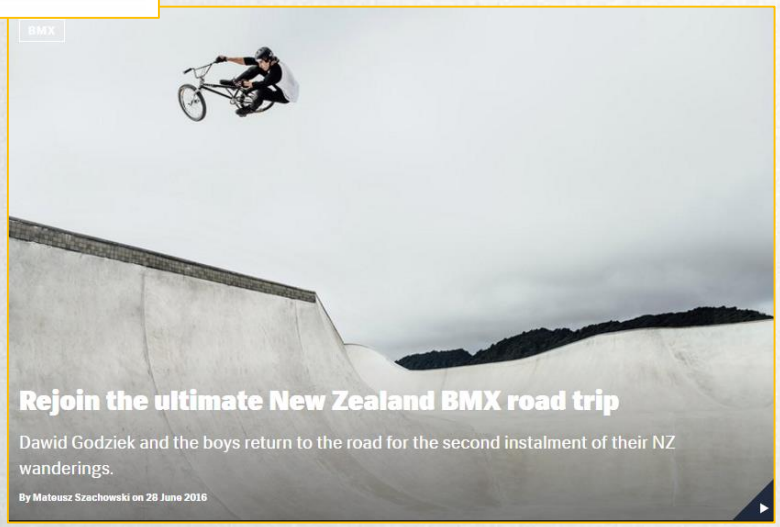
kevwachira @stella.njeru

cchamberlain24 @mitchellmascari @andyhastings87_450 @duttongarrett

marissatrayn @nick_wummel

nick_wummel Already liked it @marissatrayn

Log in to like or comment. ooo


BMX
Rejoin the ultimate New Zealand BMX road trip
Dawid Godziek and the boys return to the road for the second instalment of their NZ wanderings.
By Mateusz Szachowski on 28 June 2016

Challenges with Compelling Content

Challenges with Creating Compelling Content

Challenges with Compelling Content

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Top Challenges Content Marketers Are Facing in 2016

Challenge	B2B North America	B2C North America	Australia	U.K.	Nonprofit
Producing Engaging Content	60%	56%	69%	61%	53%
Producing Content Consistently	57%	46%	54%	58%	42%
Producing a Variety of Content	35%	39%	39%	40%	36%
Measuring Content Effectiveness	57%	50%	52%	58%	54%
Measuring the ROI of a Content Program	52%	46%	54%	49%	41%
Lack of Budget	35%	35%	29%	26%	45%

Source: Content Marketing Institute 2016 Benchmarks, Budgets, and Trends Research

Remember to think about this as a long term commitment, don't be put off by the short term difficulties you face

Develop your content and your story, take people on a journey

Planning will help you overcome a lot of the nervousness of creating content over a long period of time

Create measurable goals, so that you can see the growth and success of your efforts

Challenges with Compelling Content

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Content generates more traffic to your website

Content marketing increases engagement with targeted audiences

Content marketing builds brand awareness

Content marketing is cheaper than traditional forms of marketing

Content Marketing establishes you as a thought leader

Challenges with Compelling Content

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1. Creating original content – Blog posts, video, podcasts
2. The best content provokes engagement and questions
3. Use attractive imagery & engaging people with video
4. Eliminate irrelevant content

Challenges with Compelling Content

5. Make sure you trust your sources
6. Make your content accessible and easy to digest
7. Create attractive and engaging headlines
8. Encourage an action – share, comments

Blog Review

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BLOG ABOUT ARCHIVE BOOK

marc & angel HACK LIFE

COURSE: GETTING BACK TO HAPPY

18 Quotes that Will Change the Way You Treat Yourself

03.13.2016 *by* ANGEL CHERNOFF // 47 COMMENTS

"You were born with wings, why prefer to crawl through life?"
— Rumi

It's not the face, but the expressions you make. It's not the voice, but what you say. It's not exactly how you look in that body, but

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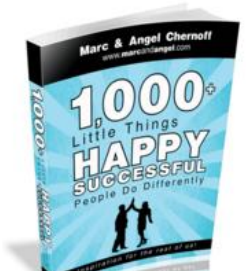

Summary

- What is Content Marketing?
- Developing your Content Strategy
- Examples of Great Content
- Challenges & Benefits of Great Content

- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!

Next Lesson

- The next session is “Monetising Your Blog”
  - Methods of Monetisation
  - What are Native Ads?
  - Why Sponsored Content Can Help Everyone - Creators, Publishers & Advertisers
  - Guest Blogging Will Help You Grow Faster
  - Summary

- Shaw Academy Lifetime Membership Prize Announcement On Next Lesson

Q&A

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Next Lesson is

Monetising Your Blog

- You will learn What Method Works For You, Through Successful Case Studies, & How to Use Guest Blogging To Grow Your Audience

- You will know how to choose which method of monetisation for your blog and grow your audience beyond your own initial network.

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See local numbers on website